

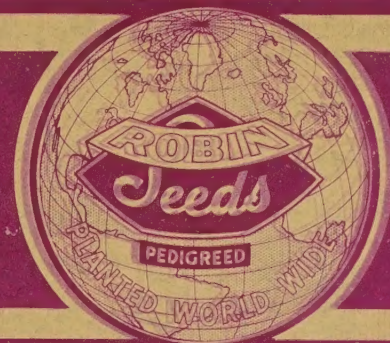
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# Crop Report



PUBLISHED PERIODICALLY BY PRODUCTION DEPARTMENT, LAWRENCE ROBINSON & SONS, MODESTO, CALIFORNIA, U. S. A.

## YOUR 1948-49 SUPPLY PICTURE

CALIFORNIA: A drouth, yes, and its serious in more ways than one. Aside from irrigation, there's an increasing power shortage. Many industries are or will be operating on a QUOTA BASIS for electricity. Processors of perishable commodities may feel it heavily.

WILL IT AFFECT ROBIN-SEED 1948 VINE SEEDS? NO, --- and here's why ---

---IRRIGATION: Virtually all West Coast ROBIN-SEED productions will be centered in areas where water table is high. PUMPING will provide ample irrigation.

Raises costs some, yes, --- but they're not reflected in our prices.

---POWER: Seed processing could be delayed with rationed electricity. The ROBIN-SEED engineering department (which has constructed a multitude of new type specialized Vine Seed equipment for our use, only) is laying our specifications for the installation of 220 Volt Power Generating Units for plant operation.

Your deliveries WILL NOT BE DELAYED!

COLORADO: Your production department is today placing acreage in the richest, best isolated areas available in the Cucumber-Cantaloupe famous ROCKY FORD area. WATER IS NO WORRY -- AMPLE SNOW HAS BEEN RECEIVED.

WELL, THAT'S THE PICTURE TODAY. Your 1948 Vine Seed supplies will not be adversely affected by weather conditions to date. If ample acreage is planted, your supply picture will be healthy.

As is generally reported, your growers, your basic producers, are planning acreages conservatively. Acreage planted WILL NOT EXCEED CONTRACT ORDERS by a large margin.

---short supplies will develop next season, if seedsmen do not carefully contract their needs before spring planting.

REMEMBER, seeds are not MANUFACTURED, they're GROWN --- and it takes months!

PLEASE CONTRACT EARLY!

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LAWRENCE ROBINSON & SONS  
Production Department



